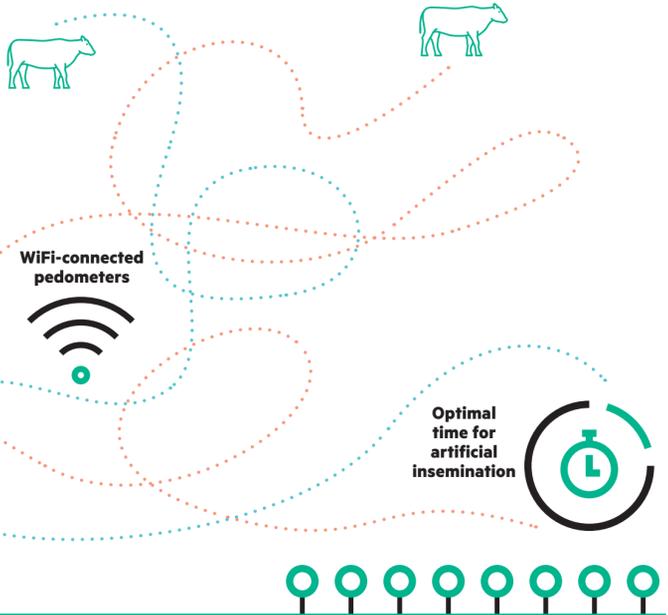**Hewlett Packard Enterprise**

6 Unexpected Examples of
Big Data's
Big Reach

More and more, businesses and governments rely on Big Data to improve their products and services. And consumers welcome the results—shopping or movie recommendations, healthcare solutions, and innovative technologies like self-driving cars. But there are plenty of other interesting, and even unusual, use cases where Big Data and analytics are used to great effect. Who knew?
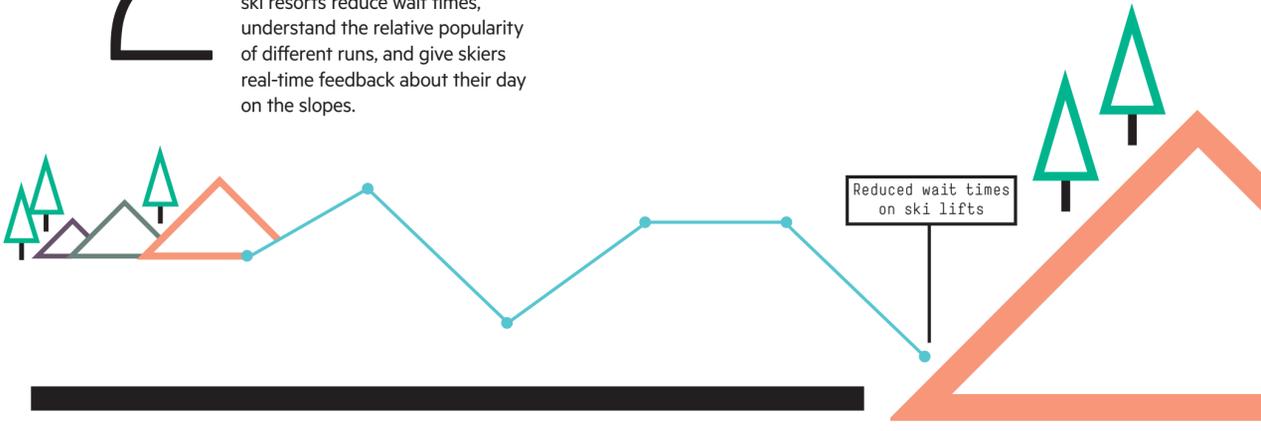
1 Setting the Moo'd

Cows pace when they go into heat, an insight that the agricultural industry is taking advantage of. By outfitting cows with WiFi-connected pedometers, they can use the resulting data to predict the optimal time for artificial insemination.
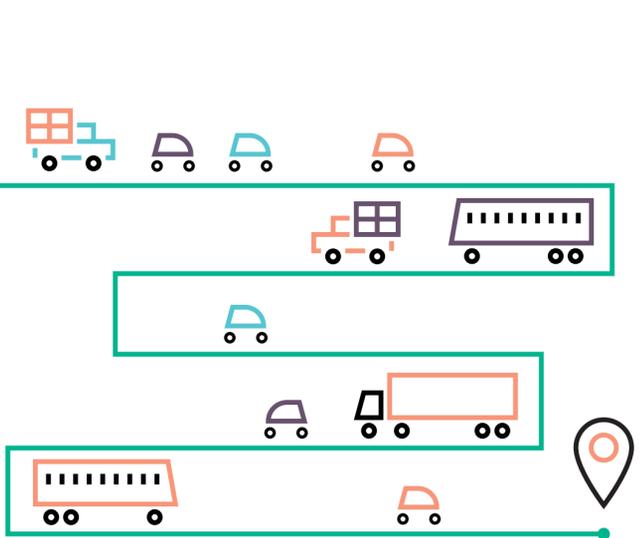
WiFi-connected pedometers

Optimal time for artificial insemination

2 Hitting the Slopes

Lift tickets outfitted with RFID tags can offer a treasure trove of data. That data can help ski resorts reduce wait times, understand the relative popularity of different runs, and give skiers real-time feedback about their day on the slopes.
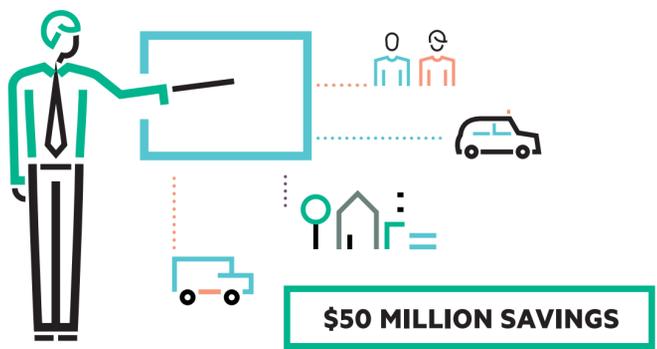
Reduced wait times on ski lifts

3 Billing for Billboards

Outdoor marketing company Route uses advanced GPS, eye-tracking, and traffic-pattern data to forecast how many people will see its advertising on buses, billboards, and park benches. Having that information makes setting advertising prices a lot easier.

4 Playing the Claims Game

In the insurance industry, Big Data is being used to predict not just whether people will have claims, but whether they'll submit them. In fact, that information has allowed one insurance company to save $50 million a year.
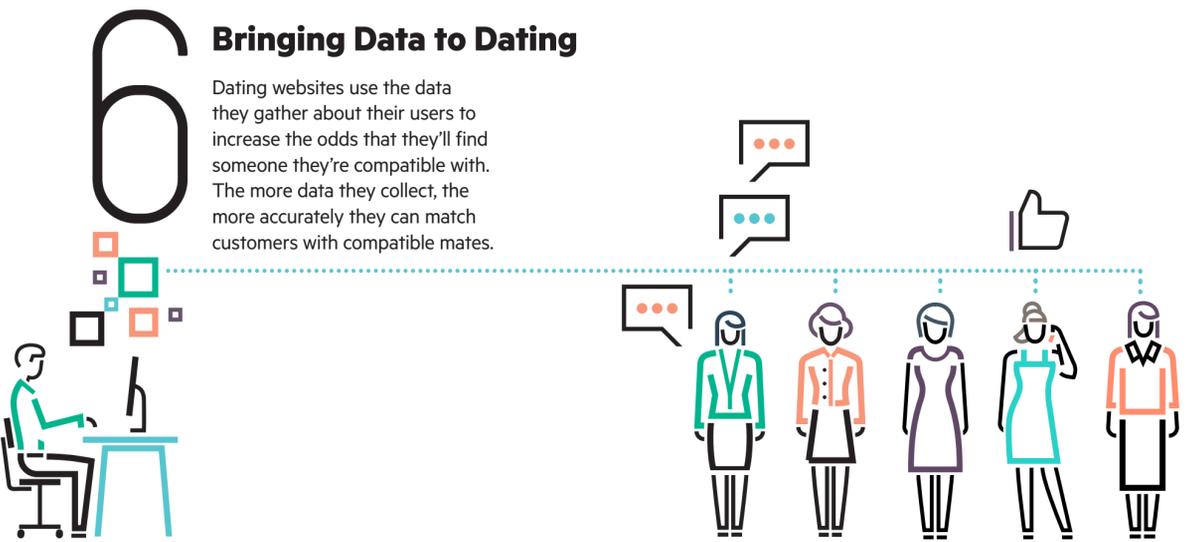
$50 MILLION SAVINGS

5 Serving for the Match

At the Australian Open, organizers use Big Data to optimize schedules and analyze player popularity. It's even used to predict traffic to the tournament's website so organizers can estimate how much computing power they'll need at any given time.

6 Bringing Data to Dating

Dating websites use the data they gather about their users to increase the odds that they'll find someone they're compatible with. The more data they collect, the more accurately they can match customers with compatible mates.

Learn more about Big Data and analytics at **HPE-EnterpriseForward.com/ analytics.**

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